



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## New Zealand

### Kiwifruit

### Final Data Released for 1999/00 Season

## 2000

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**Report Highlights:** Final numbers for New Zealand's 1999/00 export kiwifruit production have been recorded at 54.19 million trays (3.6 kg/tray) or 195,084 MT. Despite volumes being down 14 percent from 1998/99, Zespri International has had a record grower return of US \$206.5 million, up from US \$205.3 million from 1998/99. Current forecasts for the 2000/01 export production crop remain at 52 million trays or 187,200 MT. Zespri International now has in place its first agreements with Italian and Californian producers to grow the exclusive new ZESPRI GOLD Kiwifruit under strict criteria.

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Includes PSD changes: Yes  
Includes Trade Matrix: No  
Unscheduled Report  
Wellington [NZ1], NZ



Final numbers for New Zealand's 1999/00 export kiwifruit production have been recorded at 54.19 million trays (3.6 kg/tray) or 195,084 MT. This is down on the previous season's 63.14 million trays or 227,304 MT due to rain and frosts at the time of pollination. Despite volumes being down 14 percent from 1998/99, Zespri International (New Zealand Kiwifruit Board) has had a record grower return of NZ \$413 million (US \$206.5 million), up from NZ \$410.6 million (US \$205.3 million) from 1998/99. This equates to NZ \$7.62 per tray (US \$3.81), up 17 percent from NZ \$6.50 (US \$3.25) per tray last season. Current forecasts for the 2000/01 export production crop remain at 52 million trays or 187,200 MT.

The 1999/00 ZESPRI GREEN variety has produced a large crop of excellent quality, but due to problems with pollination the fruit size this year is smaller than customers generally preferred, and will be marketed against small Chilean kiwifruit, which are of a better quality and larger volume compared to last season. The ZESPRI GREEN variety will also have to face a market overhang of French, Italian and Greek kiwifruit and large crops of northern hemisphere summer fruit which are still available into the New Zealand season.

Zespri intends to use its entire product range, which includes Class 1 and 2 GREEN and GOLD Kiwifruit, as well as ORGANIC and JUMBO fruit, to augment the appeal of its mainstream product.

This season's crop of ZESPRI GOLD is excellent in quality and size, and higher in production projections. A total GOLD crop of about 5 million trays was produced in the 1999/00 season. This is up from the 300,000 trays that was produced in the 1998/99 season. ZESPRI GOLD is developing another competitive edge for the New Zealand industry worldwide. The variety has been tested successfully in the North American, Taiwanese and Australian markets while programmes were continued in Japan and the United Kingdom. Consumer and customer research has been undertaken in preparation for a major launch of the variety in Europe in 2000.

ZESPRI International Limited has contracted four of Italy's leading horticultural producers to grow ZESPRI GOLD. On January 22, SPREAFICO, a privately owned horticultural company operating between Emilia-Romagna, Lombardia and Lazio, signed the first contract outside New Zealand. Sites in the Latina area, immediately south of Rome, have been selected to graft, grow and pack the legally protected GOLD fruit. Further contracts were signed in Italy on May 5 between APOCONERPO of Bologna, APOFRUIT of Cesena and A.F.E (SALVI) of Ferrarar and ZESPRI International for the three APO (Associazioni Produttori Ortofrutticoli) members to graft, plant, grow and pack ZESPRI GOLD Kiwifruit in Italy to ZESPRI International's requirements. Under the contracts ZESPRI International retains control of the vines and the fruit. ZESPRI International has also put in place its first agreements with Californian producers to grow the GOLD fruit.

With the international contracts, ZESPRI will now be able to better develop the overall market and provide ongoing service for key customers by procuring and marketing non-New Zealand kiwifruit, maintaining sales relationships and influence over the category during the November to May Northern Hemisphere season.

Buyers can also expect growth in ZESPRI GREEN organic kiwifruit. There are more than 100

certified organic kiwifruit orchards in New Zealand, making up 2.5 percent of the kiwifruit export industry, and ZESPRI statistics show that the number of certified organic orchards could double in the next few years.

### PSD Table Changes

A revised PS & D table has been included in this report to update the final figures for the 1999/00 year. The changes show a slight increase in total production and an increase in the crop exported. Revised figures for imports have also been included for all three years.

<b>PSD Table</b>						
<b>Country</b>	<b>New Zealand</b>					
<b>Commodity</b>	<b>Kiwifruit</b>					
	Revised	1998/99	Preliminary	1999/00	Forecast	2000/01
	Old	New	Old	New	Old	New
Market Year Begin		04/1998		04/1999		04/2000
Bearing Area	10500	10500	10500	10500	0	10500
Non-Bearing Area	250	250	250	250	0	250
TOTAL Area Planted	10750	10750	10750	10750	0	10750
TOTAL Area Harvested	10500	10500	10500	10500	0	10500
TOTAL Production	245000	250000	210000	220000	0	202000
Imports	0	124	90	400	0	150
TOTAL SUPPLY	245000	250124	210090	220400	0	202150
Exports	215000	223339	191000	196000	0	183500
Domestic Consumption	30000	26785	19090	24400	0	18650
TOTAL DISTRIBUTION	245000	250124	210090	220400	0	202150

<b>1999/2000 SEASON FINAL RETURN ANALYSIS</b>			
<b>Description</b>	<b>Net Volume (trays mils)</b>	<b>NZ \$/3.6 kg tray</b>	<b>Return (\$m)</b>
ZESPRI GREEN	50.21	7.60	381.26
ZESPRI GREEN Organic	1.36	9.61	13.06
ZESPRI GOLD	0.317	14.14	4.48
K1W1 GREEN	2.12	6.97	12.76
K1W1 GREEN Organic Class 2	0.101	7.01	0.70
K1W1 GOLD Class 2	0.08	9.33	0.74
TOTAL ALL POOLS	54.19	7.62	413.00
Source: New Zealand Kiwiflier			